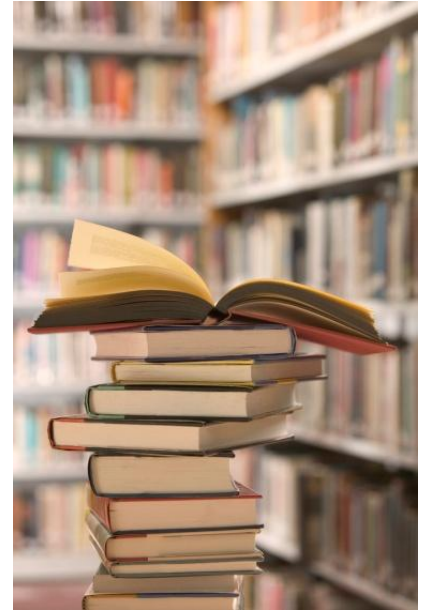


# Making Sense of eBooks

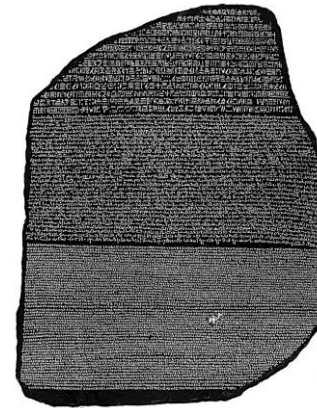
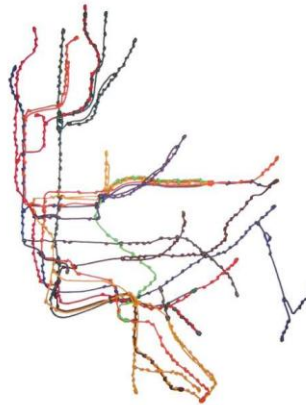
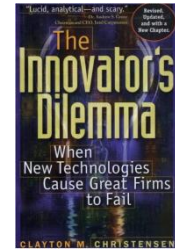
For the library

Henry Bankhead  
**eBooks: Implications and Challenges for Libraries**  
*January 21, 2011*

# What is a book?



# eBooks are just another format



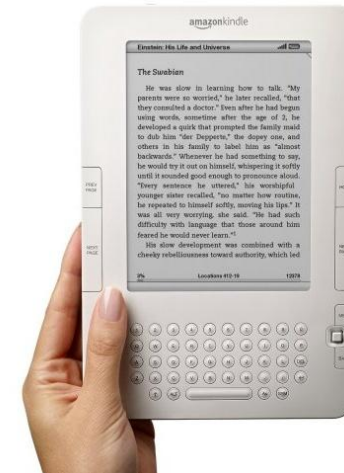
The delivery method and material changes

# eBooks failed in the '90s

- Made a bad first impression on early adopters
  - Limited selection
  - Poor usability
  - Overpriced
  - DRM= confusion, frustration

# Why eBooks are popular

- Great eBook reading devices, apps
  - Dedicated devices
  - Mobile phones
  - eBook Reading Apps
    - Stanza
    - Kindle App
- Screen reading rivals paper
- Free and low cost books
- Great selection



# Why eBooks will become more popular than paper books

## Superior reading experience



- Customizable interface
- Limitless selection
- Lower costs
- Instant gratification
- Prices dropping for both eBooks and eBook reading devices
- Will evolve to support richer media experiences (Alice-Lite)

Photo credit: <http://alittlehut.blogspot.com/2007/12/decorations-la-tinker-toys.html>



# Some Hands-On

# Libraries need to be part of the action

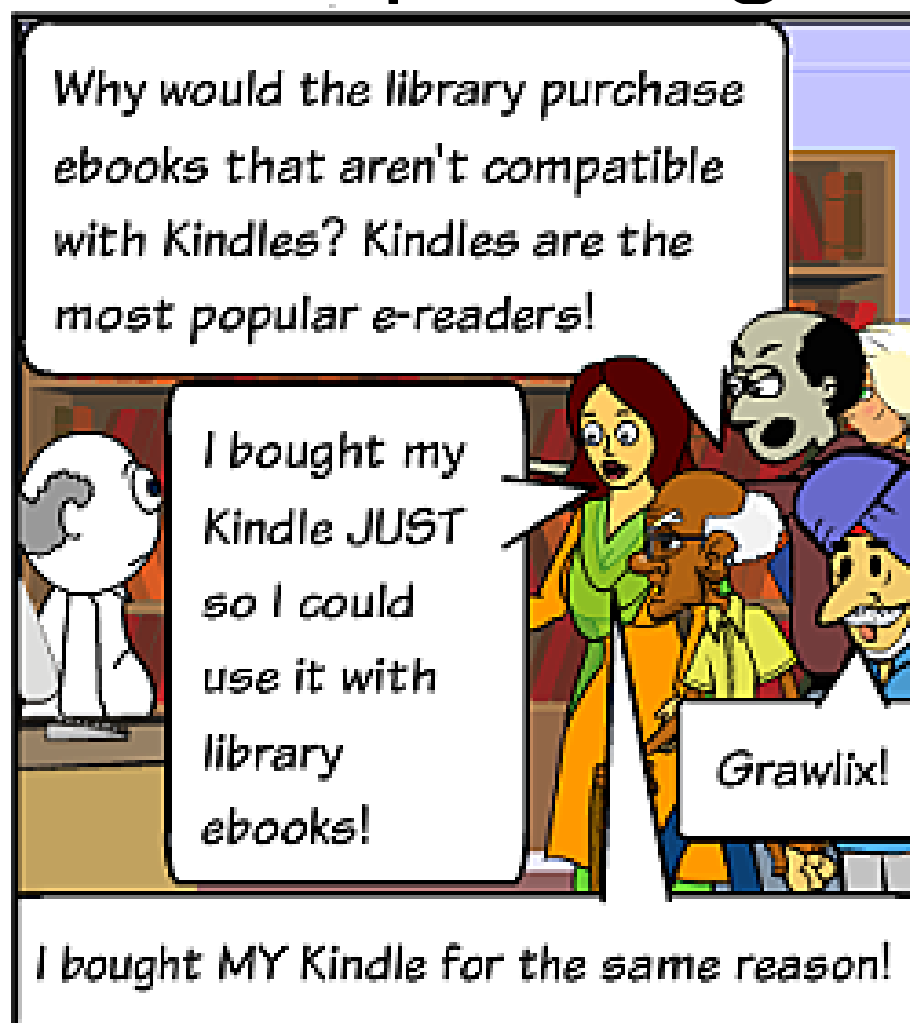
- Patrons with new devices demand content
- We have the readers
- Survival of the institution
- Economies of scale
- Unique opportunity
- We need to act soon



# Physical model applied to a digital environment

- Why, in the digital age, are we still saddled with one-book, one user?
- Counter-intuitive
- Frustration of complex DRM
- “Right of First Use” unclear for eBooks
- In UK libraries pay royalties

# DRM is complicating access



Self Check 431 – By Poesygalore

# Paradigm Shift ?

- Now almost all books are initially created as electronic files (eBooks) i.e “born digital”.
- Printed book not the “essential work”
- Operating under an outdated premise

# Librarian's role is changing

- from curators of predefined collections
- to distributors of access and creators of “added value” resources
- Librarians must “**Master connection management over collection management**”  
(R. David Lankes)

# Physical DRM

- Print is a form of physical DRM
- Paper as one of many formats.



# Gradual integration ?

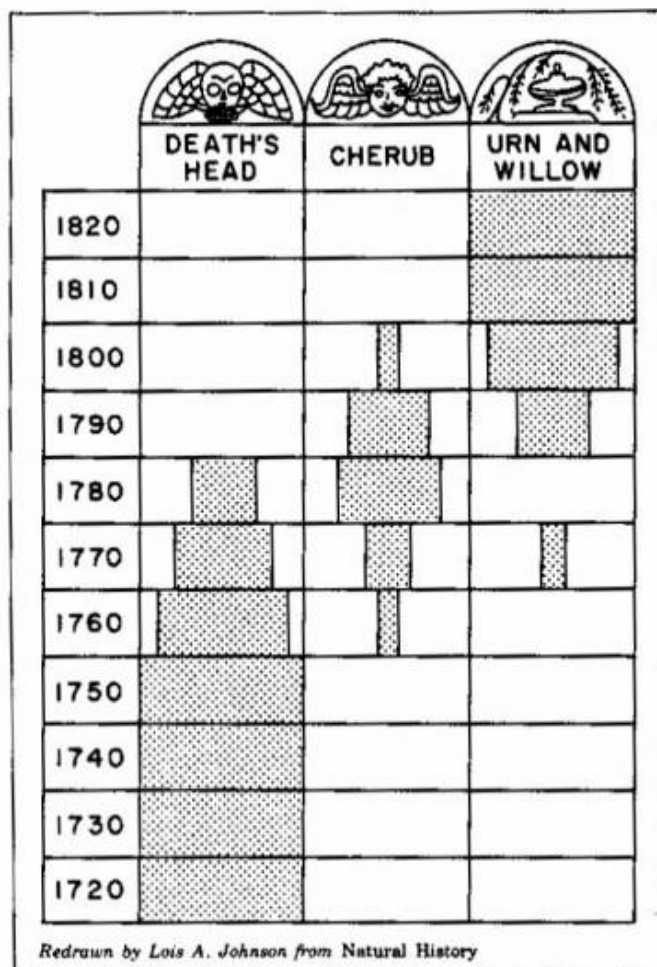
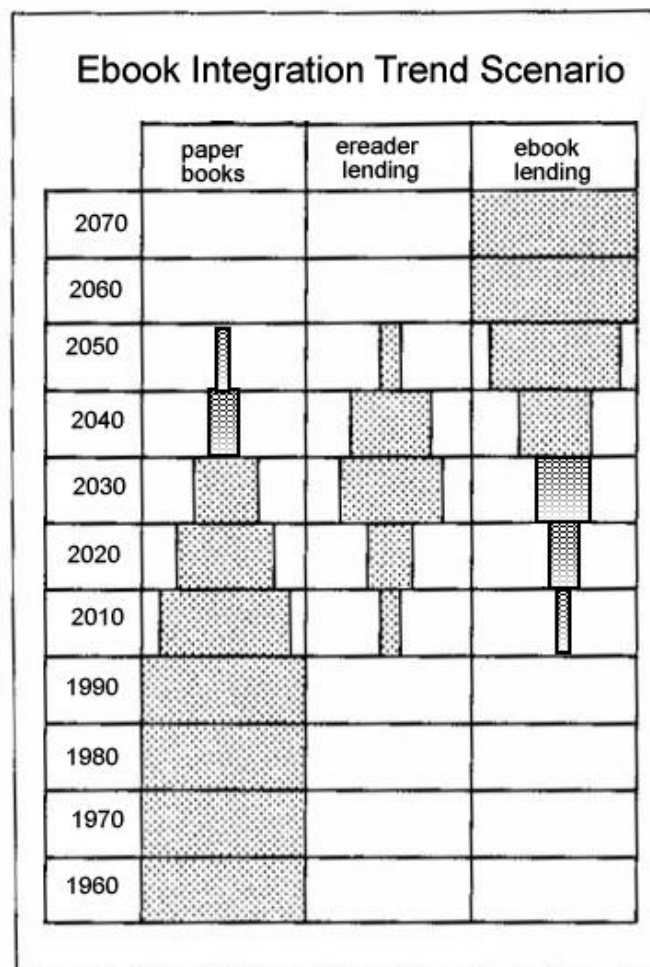


FIGURE 1. Stylistic Sequence from a Cemetery in Stoneham, Massachusetts.



# Download and Transfer



# Possible Service Models

- Use existing one book one user model
- Scan physical books and host
- Work with publishers and vendors to create distributed access

# Scanning Model

- Print-disabled exception
- Public domain exception
- Grey area of right of first use
- Right to use in the library building
- HTML type of self-limiting digital format

# ~~Two~~ Three great ideas that taste great together



Pay per download

Multi-format distribution

Patron-driven acquisition

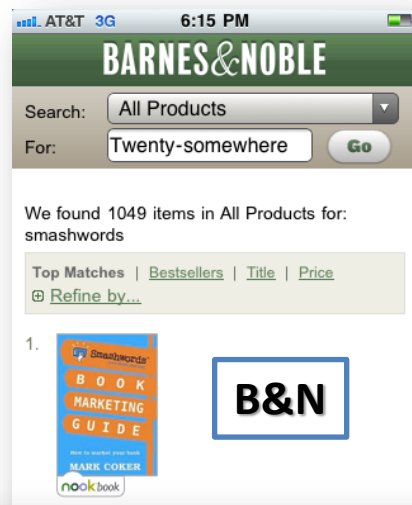
# Pay per download

- Library pays for distribution of each digital copy
  - Freegal (throttle to control costs)
  - MyiLibrary
  - EBL
- Pay per download leads to Patron Driven Acquisition

# Patron driven acquisition

- a la Netflix =
  - All formats available all the time
  - Limit on # of books per week
- Patron chooses title and format that fits their needs.
- Patron driven acquisition leads to multi-format distribution

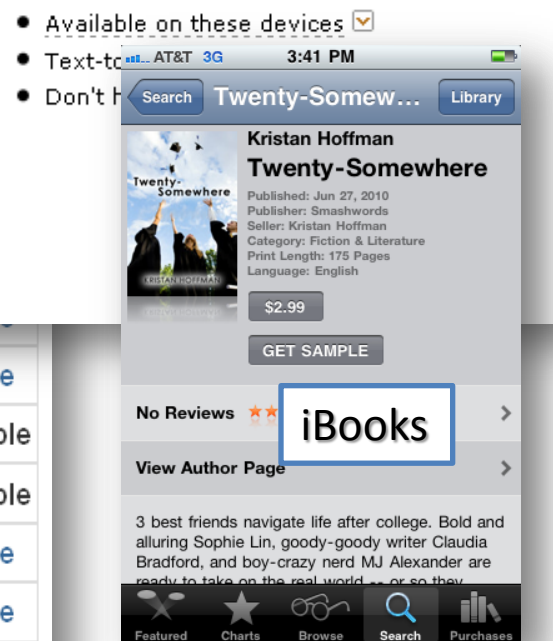
# Multi-format Distribution



## Available Ebook reading formats:

When you purchase the full book, you gain access to

Format		
<b>Online Reading</b> (HTML)		
<b>Online Reading</b> (JavaScript)		
<b>Kindle</b> (.mobi)		
<b>Epub</b> (open industry format, good for Stanza reader, others)	<a href="#">Buy</a>	<a href="#">Download sample</a>
<b>PDF</b> (good for highly formatted books, or for home printing)	<a href="#">Buy</a>	No sample available
<b>RTF</b> (readable on most word processors)	<a href="#">Buy</a>	No sample available
<b>LRF</b> (for <b>Sony Reader</b> )	<a href="#">Buy</a>	<a href="#">Download sample</a>
<b>Palm Doc (PDB)</b> (for <b>Palm</b> reading devices)	<a href="#">Buy</a>	<a href="#">Download sample</a>
<b>Plain Text (download)</b> (flexible, but lacks much formatting)	<a href="#">Buy</a>	No sample available
<b>Plain Text (view)</b> (viewable as web page)	<a href="#">Buy</a>	No sample available



# Possible Pay Per Download / Multiformat Framework

- Premium for new release (around \$2)
- Less for mid-list (\$1)
- Lowest to nonexistent for back list (0.50\$)
- Some titles only available in the library
- All formats available
- Adobe Digital Editions DRM
- Throttle to control costs





# Roadmap?

- Let's make it happen
- Work with Vendors
- Meet with Publishers
- Engage with Distributors
- Provide a top notch eBook service



# Image Credits

<http://www.culture-4-travel.com/image-files/bamboo-book.jpg>

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<http://library.syr.edu/digital/exhibits/a/ArtOfTheBook/Palmleaf.jpg>

<http://www.andrewsenior.com/gallery/sculpture/quipu.html>

[http://www.wired.com/news/images/full/mvc-479s\\_f.jpg](http://www.wired.com/news/images/full/mvc-479s_f.jpg)

<http://alittlehut.blogspot.com/2007/12/decorations-la-tinker-toys.html>

<http://www.915thebeat.com/Pics/Blogs/Reese%20peanut%20butter%20cup.jpg>

<http://www.histarch.uiuc.edu/plymouth/images/deathsheadfg1.jpg>